

## **MESO Business Planning Curriculum**

### **Business Planning-Core Competencies**

**All classes will be held at Beaverton City Library, 12375 SW 5<sup>th</sup>**

**Business Basics** (Week 1, January 23<sup>rd</sup> Meeting Room B)

Participants can:

- Identify and understand the value of a business plan
- Understand the components of a business plan
- Connect business values to personal values
- Develop a mission statement for the business
- Identify three business goals (short, medium, and long)
- Choose a legal structure

**Developing Products** (Week 2, February 6<sup>th</sup> Meeting Room B)

Participants can:

- Describe their products/services
- Identify the cost of goods/services sold
- Describe the features/benefits of their products/services
- Identify their niche
- Calculate a breakeven analysis

**Marketing** (week 3, February 20<sup>th</sup> Library Conference Room)

- Analyze the market
- Develop a SWOT analysis
- Identify customers
- Develop tools to market their product/service to their customers
- Social media

**Financial Statements & Management** (week 4, March 6<sup>th</sup> Meeting Room B)

Participants can:

- Read a profit & loss, cash flow projection, and balance sheet
- Calculate the business' assets, liabilities, and equity
- Set business goals and plan for them financially
- Identify sources of capital to support the business (including IDAs)
- Options for accessing capital
- Understand how to read a Schedule C and C-EZ
- Understand basics of small business taxes
- Develop a record keeping system

**Operations** (week 5, March 20<sup>th</sup>, Library Conference Room)

Participants can:

- Understand insurance options available
- Assess risk tolerance level
- Evaluate the different risk management tool available in protecting against financial loss
- Licenses and insurance